



XVII UITIC International Technical Footwear Conference

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XXXII CALZATECNIA International Conference on Technology in Footwear Industry

"POWERFUL IDEAS IN THE FOOTWEAR MARKET"

Leon, Guanajuato, Mexico. October 8th and 9th 2010.

Call for papers

The International Union of Shoe Industry Technicians (UITIC) and CIATEC, AC are calling for papers to research institutions, entrepreneurs, suppliers and shoe technicians that want to share their technical expertise on the topics selected for the jointly XVII UITIC International Technical Footwear Conference and the XXXII CALZATECNIA International Conference on Technology in Footwear Industry. The central theme for both is: "POWERFUL IDEAS IN THE FOOTWEAR MARKET", on the basis of the following background:

INTRODUCTION

The global crisis that began in 2009 represented a forced change for companies, manifesting itself in an anxiety for survival, as their market is forcing them to adopt better ways to detect and interpret needs, to attract and retain customers; to develop products with high added value, different and better than those of the competition; to supply them faster and create more productive value chains. In other words, they need to innovate as a matter of survival. Innovation requires good ideas, creative and original approaches and knowledge that are the product of experience, research and experimentation. It has been said that companies do not innovate alone, that ideas are developed and enhanced when people interact, therefore the main reason of this meeting will be to present and discuss success stories about **Powerful Ideas in the Footwear Market.**

MAIN THEMES

Innovation process management in enterprises. Management models are asked to monitor and prospect the market; models to generate ideas and encourage invention, ingenuity and creativity; study cases where the organizational culture has successfully influenced staff so that they are involved in the innovation processes and the needed discipline to guide knowledge.

Success stories of innovative products. Footwear with new attributes; footwear with diverse approaches: Biomechanical design, health, welfare, sustainability, ease of use; innovative footwear. Cases of successful adaptation to short product life cycles; successful ways in which better informed and more demanding consumers have been satisfied.

Innovation used in manufacturing processes and footwear equipment. Solutions for reducing cycle times; technological advances in the shoe manufacturing process; equipment; installations and production chains models.

Innovative ways of doing business in the footwear market. Success stories of shoe companies that have developed specific skills to activate markets or master the critical business processes; shoe companies that have been creating new customer needs.

ABSTRACT SUBMISSION

The abstracts and the full papers can be submitted both in English or Spanish

PROPOSAL SUMMARY

All those interested in submitting an abstract to the conference should send a proposal-summary in the following format, which must be sent by electronic mail (e-mail), in a text file (Word or PDF) before the deadline set down below:

- + Author(s) with full name.
- + Institution/Affiliation (if any).
- + Brief resume of the author(s)

- + Title of paper.
- + Summary. 300 words maximum.

FULL PAPERS

Full papers should be submitted in A4 or letter size, with wide margins on all sides, of at least 15 mm.

The pages must be numbered, top right.

The text must be single spaced, with a recommended 12 points size, except for the title that could be 14 points.

On the first page of the paper, the following elements should be present, separated by a blank line for clarity:

- Title in bold.
- Author (s) with full name, address and e-mail.
- Summary. The end of the abstract should be on the front page.
- The copyright line should be at the end of the first page:
© 2010 CALZATECNIA (<http://www.calzatecnia.com.mx>).

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The full text should begin at top of the second page.

The references should be at the end of the document, numbered sequentially, specifying author, title, year, volume number, publisher, as appropriate.

All abstracts or full papers will have their corresponding acknowledgment. The selected papers will be published in a CD with the others; this CD is called "Memorias del Congreso"

Works in their final forms are produced by the authors, following the instructions that have been given. After acceptance, the final versions are incorporated without change in the CD which has been mentioned before.

ORAL PRESENTATIONS

The speakers have a maximum time of 40 minutes for their presentation. Then there will be a session of 5 minutes of questions from the audience. Presentations can be delivered both in English or Spanish. All presentations will have simultaneous translation in English and Spanish.

DEADLINES

Submission of abstracts: June 4, 2010

Notification of acceptance: June 11, 2010

Submission of full papers: June 25, 2010

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